

Memorandum

April 25, 2012

To: Planning Commission
From: Jennifer Jesser, Senior Planner
Via: Don Neu, City Planner
Re: **Envision Carlsbad**

The May 2, 2012 Report to the Planning Commission (Report) for GPA 07-02 – Envision Carlsbad mentions that the Envision Carlsbad Citizens Committee (EC3) made land use recommendations for each of the focus areas shown in the land use concept maps (as described in the Report). The EC3's recommendations are reflected on the attached exhibit titled Envision Carlsbad Draft Preferred Plan, dated April 25, 2012. Also attached is a written description of the Draft Preferred Plan.

Based on further analysis, the Draft Preferred Plan also reflects minor revisions recommended by staff. Those revisions are as follows:

1. Land Use Categories:

For concept planning purposes, the land use categories were simplified. Now that Envision Carlsbad is at the stage of developing a preferred land use plan, the land use categories need to be refined to ensure the land use map reflects the intended land use. Staff recommends the following land use categories be refined on the Draft Preferred Plan:

LAND USE CATEGORY AS SHOWN ON THE LAND USE CONCEPT MAPS	REFINED LAND USE CATEGORIES PROPOSED BY STAFF	COMMENTS
<ul style="list-style-type: none"> Medium Density Residential (combined density of city's existing RM – 6 du/ac and RMH – 12 du/ac) 	<ul style="list-style-type: none"> Medium Density Residential (RM - 6 du/ac) Medium-High Density Residential (RMH–12 du/ac) 	<p>The “medium density residential” land use category shown on the land use concept maps is a combination of the existing medium and medium-high densities.</p> <p>Staff recommends the Draft Preferred Plan refine this category to reflect the city's existing RM and RMH land use designations. As a result, some areas identified as “medium” density on the concept maps will now be more specifically classified in the RM or RMH designations. Portions of the following areas are proposed to be designated RMH: Barrio (Focus Area 1), Quarry Creek (Focus Area 3), Marja Acres (Focus Area 4) and Sunny Creek (Focus Area 5). Two areas in Focus Area 10 are proposed to be designated RM.</p>

LAND USE CATEGORY AS SHOWN ON THE LAND USE CONCEPT MAPS	REFINED LAND USE CATEGORIES PROPOSED BY STAFF	COMMENTS
<ul style="list-style-type: none"> • Mixed Use 	<ul style="list-style-type: none"> • Village • Mixed Use 	<p>The land use concept maps identified the Village area as “mixed use”. The Village Master Plan generally designates the area for mixed use, but is more specific in regard to the location, type and mix of uses. The “mixed use” allowed in the Village, therefore, is different than what is intended on other sites identified as “mixed use.”</p> <p>Staff recommends that the Village area be identified on the Draft Preferred Plan as “Village” and depend on the Village Master Plan to designate land uses more specifically. Outside the Village, staff recommends a new “mixed use” land use category be applied where mixed use is identified as a desired land use.</p>
<ul style="list-style-type: none"> • Commercial 	<ul style="list-style-type: none"> • Visitor Commercial • Commercial 	<p>The “commercial” land use category shown on the concept maps included general commercial sites, as well as sites intended to include commercial uses that are primarily visitor-serving, as noted on the land use concept maps.</p> <p>To ensure the intent of the commercial site is clarified, staff recommends that most commercial sites in Focus Areas 1, 8 and 9 be designated as “visitor commercial” and commercial sites in all other Focus Areas be designated as “commercial.”</p>

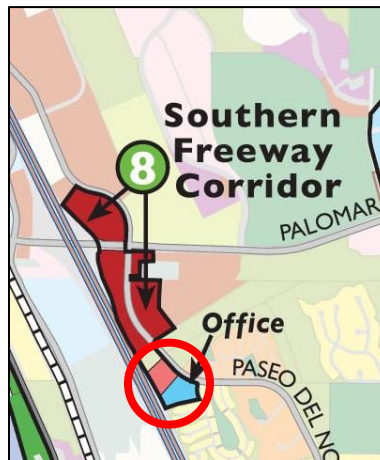
2. Focus Area 2 – Plaza Camino Real Commercial Corridor:

Following the EC3’s last meeting on April 17, 2012, staff conducted further analysis of this area and determined that the southern portion of the site on the east side of El Camino Real (shown below) be designated as Office. Existing uses in the area include offices, day care, a salon and a professional care facility. Changing this area to commercial would make the majority of existing uses non-conforming. The Office land use designation would ensure the majority of existing uses remain conforming.



3. Focus Area 8 – Southern Freeway Corridor

Land Use Concept A identified the following site as “commercial”. The site is comprised of two parcels (north and south) and is currently designated on the existing General Plan land use map as Neighborhood Commercial (N), which is a designation that was eliminated when the Local Shopping Center (L) designation was created. The N designation needs to be changed to a valid land use designation. Staff recommends the northern parcel be designated for general commercial uses to ensure the existing storage facility remains a conforming use, and the southern parcel be designated Office to ensure the existing office use remains a conforming use.



DRAFT PREFERRED PLAN

April 25, 2012

The Draft Preferred Plan outlines a strategy for accommodating projected population and employment growth, building on the core values identified in the Carlsbad Community Vision. “Focus Areas”—areas where new growth is anticipated—are called out with bright colors for visual purposes on the accompanying diagram; the General Plan Land Use Diagram will have land use designations for all parts of the city.


Draft Preferred Plan

The Draft Preferred Plan focuses on creating destinations, promoting walkability, and fostering access to the coastal and employment areas to enhance Carlsbad’s defining attributes, such as its small town feel and beach community character, and strengthen the city’s strong and diverse economy.

The Draft Preferred Plan places significant large share of new development along the waterfront, along with a new public promenade, open spaces and a pier, enabling residences, hotels, and other uses to be close to the ocean. Residents and visitors will enjoy dining, shopping, and lingering experience in clusters of restaurants, cafes, and smaller stores—shown as “activity centers” on the Draft Preferred Plan diagram—along the coastline. The Power Plant site will be developed with a mix of retail and hotel uses, with new community-accessible open spaces along Agua Hedionda Lagoon and the waterfront.

The Draft Preferred Plan also directs new development in smaller centers, placed in strategic, visible locations along transit, and distributed to maximize accessibility from residential neighborhoods. These will include local shopping as a pedestrian-oriented focus for the surrounding neighborhood, accessible to local residents, with family-owned stores and small offices. Where appropriate, these centers would also include high and medium density housing surrounding the retail core or integrated in mixed-use buildings. Although some centers will be neighborhood oriented, others—such as the Village and the redeveloped Plaza Camino Real—would be citywide draws.

The Draft Preferred Plan seeks revitalization of older neighborhoods. In the Village, new stores and restaurants that cater to residents and stay open late, cultural and arts activities that draw people from afar, and an increased population base will infuse the Village with vitality that that will also draw new businesses and visitors. The Barrio will be rejuvenated by care, attention, and investment, and new housing and businesses. The neighborhood’s heritage and culture will be celebrated, and improved streetscapes, traffic calming, new plazas, and safe pedestrian beach access from Chestnut Avenue will enhance the public realm and neighborhood livability.



The Palomar Airport Road employment core, located in the geographic center of the city with excellent regional access and the McClellan-Palomar Airport, will continue to be primarily industrial and office, reinforcing existing businesses and the strong cluster of bio- and high-technology sectors, and attracting emerging technologies such as green industries. Small pockets of higher density residential uses are located at the core's edges to enable residents to live closer to jobs, with opportunities for shuttles and enhanced bicycle and pedestrian paths that can link residential and employment uses.

Plaza Camino Real Commercial Corridor, as well as Marja Acres and Sunny Creek Commercial, will have a mix of residential and commercial uses. Quarry Creek will have a mix of residential and open spaces, as will Aviara. The existing pattern of uses in South El Camino Real will remain, with revitalized commercial centers at Aviara Parkway and La Costa Avenue.

Additional Features

Although not shown in detail on the Draft Preferred Plan map, the plan includes several additional features:

- **Street Connectivity.** A principal feature of the plan is improved street connectivity, particularly in terms of east-west connections. As identified in the current General Plan, College Boulevard will connect through Sunny Creek Commercial (Focus Area 5), Cannon Road extends east north of Sunny Creek Commercial, and Poinsettia Lane connects through Aviara (Focus Area 10).
- **Enhanced Bicycle and Pedestrian Connections.** The Draft Preferred Plan assumes improvements to pedestrian and bicycle pathways. Opportunities for safe pedestrian underpasses across the railroad, including the one at Chestnut Avenue mentioned earlier, will be explored.
- **Open Space.** The Draft Preferred Plan supports the continuation of the open space and park planning efforts by the city. Any future development on opportunity sites located in areas adjacent to sensitive biological resources, such as lagoons and hillsides, must comply with the city's Habitat Management Plan and open space regulations to ensure that habitats are preserved and open space is provided.
- **Preservation of Existing Neighborhoods.** Land uses in the majority of the city are expected to remain the same. More than 90 percent of the city and the established neighborhoods will not see a land use or intensity change.
- **Consistency with the Growth Management Program.** The Draft Preferred Plan is consistent with the city's Growth Management Program.

The Draft Preferred Plan map will ultimately form the General Plan Land Use Diagram. However, the General Plan will include several other maps covering a variety of topics, including transportation system, open space and parks, environmental resources, noise etc. The General Plan will also address the Carlsbad Community Vision Core Values for topics such as community services, education, arts, and cultural resources, which are more policy than land-use based.



	<i>General Land Use</i>	<i>Description</i>
	Very Low Density Residential	Detached single family dwellings on large lots.
	Low Density Residential	Detached single family dwellings on standard or smaller lots.
	Medium Density Residential	Could include attached or detached single family dwellings, duplexes, and townhouses.
	Medium High Density Residential	Could include small-lot single family dwellings or townhouses.
	High Density Residential	Primarily attached dwellings from townhouses to stacked multi-family housing.
	Village	Mix of office and commercial uses, such as retail and restaurants, with high-density residential uses intermixed throughout the area.
	Mixed Use	Variety of low-, medium-, and high-density residential, office and general commercial uses.
	Visitor Commercial	Visitor attractions and commercial uses that serve travel and recreational needs such as restaurants and hotels.
	Commercial	Retail uses, including regional and neighborhood shopping with clusters of street-front stores.
	Industrial/Office	Clusters of office activities that generate high employment yield per acre and smaller-scale professional, medical and other support services. Also includes mix of manufacturing, production, warehousing, general service, storage and distribution activities.
	Parks/Open Space	Open space, special resource areas, parks, and trails.
	Community Facilities	Open space recreation

ENVISION CARLSBAD

Draft Preferred Plan

Proposed Land Uses

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Village Mixed Use
- Mixed Use
- Visitor Commercial
- Commercial
- Industrial/Office
- Employment Intensification
- Park/Open Space
- Community Facilities
- Activity Center
- Subject to HMP Constraints

Existing Land Uses

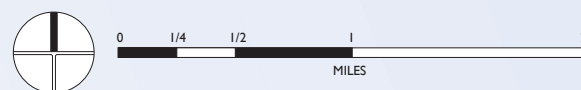
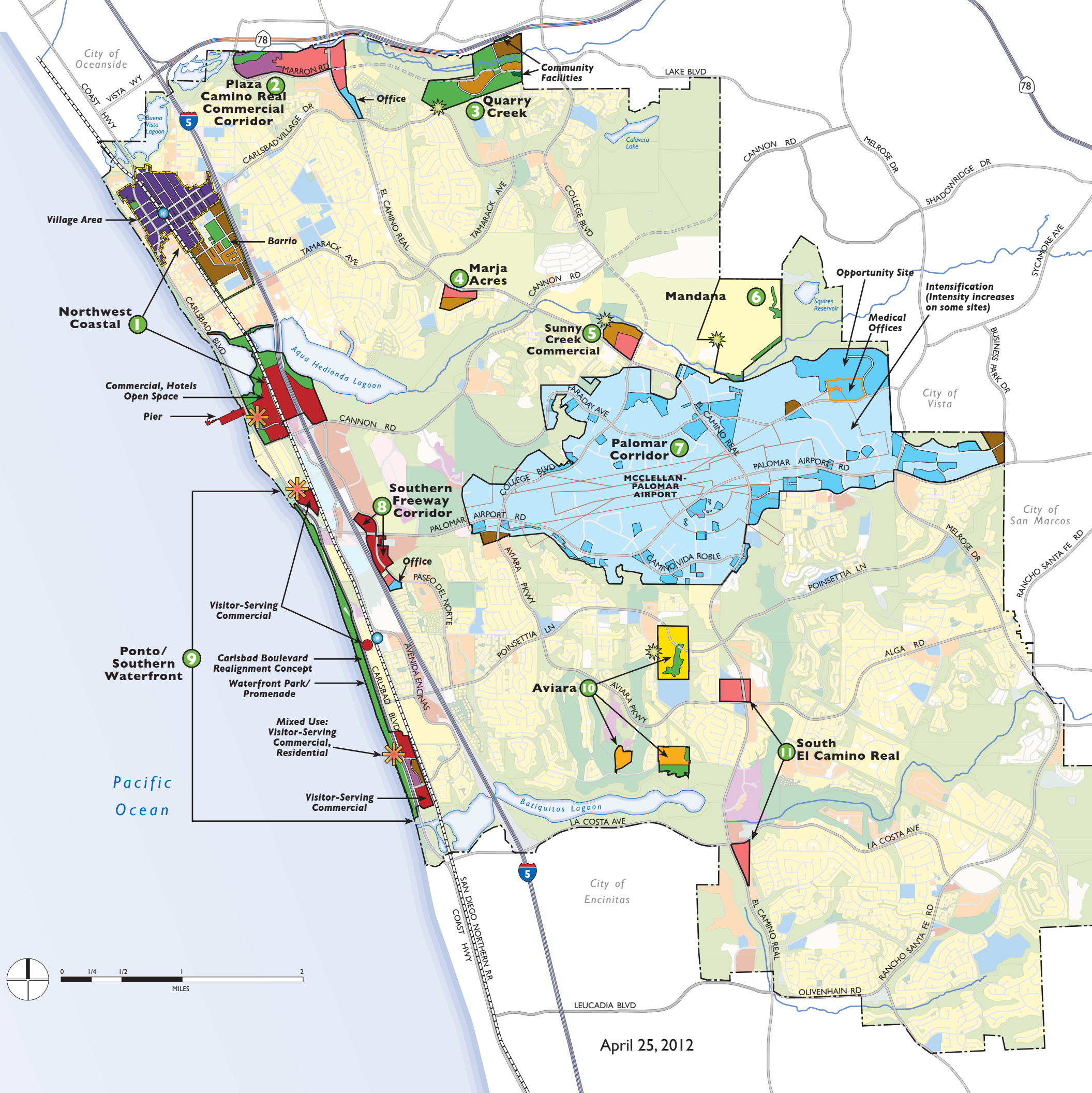
- Single Family Residential
- Multi-Family Residential
- Commercial
- Hotel, Motel, Resort
- Office
- Education/Institutional
- Industrial
- Agriculture
- Park/Recreation
- Open Space/Conservation
- Undeveloped

Boundaries

- Focus Area
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones

Circulation

- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad



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